EOM/EOC

WDIV/DETROIT

ORDER

Flight Dates 09/04/12-09/10/12

Order Sep 00:15:00

Billing Cycle

Product Estimate # 1591

Contract / Revision 258074 / MDSCC <u>Alt Order #</u> 06301553

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

08/30/12 08/30/12 Billing Contact Order Type GENERAL

Advertiser ISS/Michigan Democratic St

Order%

1322 G Street, SEBilling Calendar BROADCAST

Washington, DC 20003

Agency Three Point Media Demographic A35+

Buying Contact

Rev Codes

AGY POL ISSUE

Sales Office PHI Product Codes PA-Democrat

End Date

1322 G Street, SE Sales Region NAT Priority P-2

Washington, DC 20003 Agency Ref Advertiser Ref

Start Date

Primary Account Executive

Nick Welte

Account Executive

Nick Welte 100%

Order Share 100% Market Value 42350

Competing Station %	of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount Gross Amount		Rating Start Dat	e End Date	# Spots	Net Amount Gross Amount	
September 2012	50	\$35,997.50	\$42,350.00	0.00 08/27/12	09/10/12	50	\$35,997.50	\$42,350.00
Totals	50	\$35,997.50	\$42,350.00	0.00				

												Tota	als
Ln C	Ch	Start	End	Inventory Cod	le Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1 V	VDIV	09/07/12	2 09/07/12	Tonight Show v	v/Leno CM	1135P-1237	A 1	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
				Tonight Show 1	135P-123								
	Start	Date_	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/0	3/12	09/09/12	1	1	\$800.00	0.00						
E 2 V	VDIV	09/07/12	2 09/07/12	Noon News 12-	1230p M G M	12N-1230P	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
				Noon News 12-	-1230p								
	Start	Date_	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/0	3/12	09/09/12	1	1	\$750.00	0.00						
E 3 V	VDIV	09/07/12	2 09/07/12	4:30am Local N	lews M-FCM	4:30-5am M-	·F1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
				4:30am Local N	lews								
	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/0	3/12	09/09/12	1	1	\$100.00	0.00						
E 4 V	VDIV	09/07/12	2 09/07/12	M-F 430-5P Ins	ide Editi 	430p-5p	1	:30	1	\$880.00 P-2	0.00 NM	1	\$880.00
				Inside Edition N	Л-F 430-5p								
	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/0	3/12	09/09/12	1	1	\$880.00	0.00						
E 5 V	VDIV	09/07/12	2 09/07/12		CM	5P-530P	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00



WDIV/DETROIT Contract / Revision

258074 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC

Estimate # 1591

	a				a/						Tota	 .
Ln Ch	Start	End	Inventory Code 5-6pm Local 4 No		Start/End T	îme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F Local 4 New		(5:00 PM-5:3	80 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 6 WDIV		09/09/12	5-6am Local New	1 1 CM	\$1,200.00 530-6a	0.00	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
E Ø WDIV	09/07/1	2 09/07/12	Local 4 News To	-	(5:30 AM-6:0	=	.30	1	\$300.00 P-2	U.UU INIVI	'	\$300.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	1	1	\$300.00	0.00						
E 7 WDIV	09/07/1	2 09/07/12	6-630pm Local 4 M-F Local 4 New		6P-630P	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	rt Date	End Date	Weekdays 1	Spots/Week	Rate	Rating						
Week: 09/ E 8 WDIV		09/09/12	1 M-F Access 7-73		\$1,500.00 7P-730P	0.00	:30	1	\$2,100.00 P-2	0.00 NM	1	\$2,100.00
L O WDIV	09/07/1	2 09/07/12	M-F Wheel of Fo		77-7307	[.30	'	φ2,100.00 F-2	0.00 INIVI	'	φ2,100.00
Sta Week: 09/	rt Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
		09/09/12	7-9am Today Sho		\$2,100.00 8-9a	0.00	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
2 0 112.1	00/01/1	2 00/01/12	Today Show	,	(8:00 AM-9:0		.00	•	ψ1,000.001 <u>L</u>	0.00 14111	· ·	ψ1,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E10 WDIV		09/09/12	1 Ricki Lake 3-4p 9	/10 CM	\$1,000.00 3-4p	0.00	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
L 10 WDIV	03/10/1	2 09/10/12	Ricki Lake	710 CIVI	·	1	.50		ψ + 00.001 -2	0.00 14101	'	φ400.00
<u>Sta</u> Week: 09/	rt Date	End Date 09/16/12	Weekdays	Spots/Week 1	Rate	Rating						
			M-F Local News	·	\$400.00 4p-430pm	0.00	:30	1	\$975.00 P-2	0.00 NM	1	\$975.00
211 11511	00/10/1	2 00/10/12	M-F Local News	•	тр тоории	•	.00	•	φονοίου 1 2	0.00 14111	· ·	φοι σ.σσ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E12 WDIV		09/16/12	4:30am Local Ne	Ne M-FCM	\$975.00 4:30-5am M	0.00 -F 1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
L 12 WDIV	03/10/1	2 03/10/12	4:30am Local Ne		4.50 Jani W	1 1	.50		ψ100.001-2	0.00 14101		Ψ100.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	1 M-F 430-5P Insid	1	\$100.00 430p-5p	0.00	:30	1	\$880.00 P-2	0.00 NM	1	\$880.00
E 13 WDIV	09/10/1	2 09/10/12	Inside Edition M-		430p-3p	1	.30	'	ф000.00 F-2	U.UU INIVI	'	φοου.υυ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	1	1	\$880.00	0.00			^			
E14 WDIV	09/10/1	2 09/10/12	5-6am Local New Local 4 News To	-	530-6a (5:30 AM-6:0	1 00 AM)	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	1	1	\$300.00	0.00			A. ==== == == == = = = = = = = = = = = =			^.
E15 WDIV	09/10/1	2 09/10/12	6-630pm Local 4 M-F Local 4 New		6P-630P	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	1		\$1,500.00	0.00	.20	1	\$2.100.00 D.2	0.00 NM	4	¢2 100 00
E16 WDIV	U3/10/1	2 03/10/12	Jeopardy 730-8p M-F Jeopardy	M-F CM	730P-8P	1	:30	ı	\$2,100.00 P-2	0.00 NM	1	\$2,100.00
Sta Week: 09/	rt Date /10/12	End Date 09/16/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,100.00	Rating 0.00						
			Today Show 9-10	a M-F CM	9A-10A	1	:30	1	\$550.00 P-2	0.00 NM	1	\$550.00
Sta	rt Date	End Date	Today Show 9-10 Weekdays)A Spots/Week	Rate	Rating						
<u> </u>	2 410	2 2010		- p 0.0/ 1100K		<u></u>				•		



WDIV/DETROIT
Contract / Revision 258074 Flight Dates 09/04/12-09/10/12 Hiatus Dates

<u>Original Date / Revision</u> 08/30/12/ 08/30/12 <u>Order Sep</u> 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC Estimate # 1591

											Tot	als_
Ln Ch	Start	End	Inventory Code			Time Days	Len Spo			Rtg Type		Amount
E 17 WDIV	09/10/1	2 09/10/12	Today Show 9-10a Today Show 9-10a		9A-10A	1	:30	1	\$550.00 P-2	0.00 NM	1	\$550.00
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	Weekdays 1	Spots/Week 1	Rate \$550.00	Rating 0.00						
E18 WDIV	09/08/1	2 09/08/12	Sat 7-730pm Loca Sat 7-730pm Loca		7p-730p	1-	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E19 WDIV	09/08/1	2 09/08/12	Sat 6-8am Loc Ne Sat 6-8am/Local 4		6-7am (6:00 AM-7:	1- 00 AM)	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	1-	1	\$400.00	0.00						
E 20 WDIV	09/08/1	2 09/08/12	Sat 6-8am Loc Ne Sat 6-8am/Local 4		7-8am (7:00 AM-8:	1- 00 AM)	:30	1	\$575.00 P-2	0.00 NM	1	\$575.00
<u>Sta</u> Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays 1-	Spots/Week 1	Rate \$575.00	Rating 0.00						
E21 WDIV	09/08/1	2 09/08/12	Sat Today 8-10am Sat 8-10am Today		Sat 8-9am (8:00 AM-9:	Гоday1- 00 АМ)	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
<u>Sta</u> Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays 1-	Spots/Week 1	Rate \$900.00	Rating 0.00						
E22 WDIV	09/09/1	2 09/09/12	Sports Final Ed 12 Sports Final Edition		12-1230a	1	:30	1	\$650.00 P-2	0.00 NM	1	\$650.00
<u>Sta</u> Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays 1	Spots/Week 1	Rate \$650.00	Rating 0.00						
E23 WDIV	09/09/1	2 09/09/12	Sun 6-730am Loc Sun News 6-730a		Sun 6-7am (6:00 AM-7:	1 00 AM)	:30	1	\$250.00 P-2	0.00 NM	1	\$250.00
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 24 WDIV	09/09/1	2 09/09/12	Sun 6-730am Loc Sun News 6-730a		Sun 7-7:30a (7:00 AM-7:		:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 25 WDIV	09/09/1	2 09/09/12	Sun 8-9am Loc Ne Sun Local News 8		Sun 8-9am	1	:30	1	\$550.00 P-2	0.00 NM	1	\$550.00
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays	Spots/Week 1	Rate \$550.00	Rating 0.00						
E 26 WDIV	09/06/1	2 09/06/12	Ricki Lake 3-4p 9/ Ricki Lake	10 CM	3-4p	1	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
Sta Week: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> 1	Spots/Week	Rate \$400.00	Rating 0.00						
Spot Ch	Date Ra	ange D	escription nderson Cooper 3-4		t/End Time	<u>w</u>	/eekdays ГWГhF	Le		Rtg Type 0.00 NM		
			M-F Local News @	2 4pmCM	4p-430pm	1	:30	1	•		1	\$975.00
Sta Week: 09/	rt Date	End Date 09/09/12	Weekdays	Spots/Week	<u>Rate</u> \$975.00	Rating 0.00						
			4:30am Local New 4:30am Local New		4:30-5am N		:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
Sta	rt Date	End Date	Weekdays	s Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	1	1	\$100.00	0.00						
E 29 WDIV	09/06/1	2 09/06/12		СМ	430p-5p	1	:30	1	\$880.00 P-2	0.00 NM	1	\$880.00



WDIV/DETROIT Contract / Revision

258074 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC

Estimate # 1591

											Tot	_
Ln Ch	Start	End	Inventory Code M-F 430-5P Insid		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Inside Edition M-I									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	1	1	\$880.00	0.00						
E30 WDIV	09/06/1	12 09/06/12	5-6am Local New Local 4 News Too	-	530-6a (5:30 AM-6:	1 00 AM)	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	1	1	\$300.00	0.00						
E31 WDIV	09/06/1	12 09/06/12	6-630pm Local 4 M-F Local 4 New		6P-630P	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 09/ E32 WDIV		09/09/12			\$1,500.00 730P-8P	0.00	:30		\$2,100.00 P-2	0.00 NM	1	\$2,100.00
			Jeopardy 730-8p M-F Jeopardy				.30	1	\$2,100.00 F-2	U.UU INIVI	'	φ2,100.00
Sta Week: 09/	art Date	End Date 09/09/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,100.00	Rating 0.00						
E33 WDIV			Today Show 9-10	a M-F CM	9A-10A	1	:30	1	\$550.00 P-2	0.00 NM	1	\$550.00
Sta Week: 09	art Date /03/12	End Date 09/09/12	<u>Weekdays</u> 1	Spots/Week	Rate \$550.00	Rating 0.00						
E34 WDIV	09/04/1	12 09/04/12	Ricki Lake 3-4p 9 Ricki Lake	/10 CM	3-4p	- 1	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- 1	1 Stor	\$400.00	0.00	Vookdovo	١.	nath Boto	Dta Tuno		
	<u>Date Ra</u> 09/03/1		<u>escription</u> nderson Cooper 3-		t/End Time	_	<u>Veekdays</u> TWThF	- <u>Le</u>	<u>ngth</u> <u>Rate</u> :30 \$400.00	Rtg Type 0.00 NM		
E35 WDIV	09/04/1	12 09/04/12	M-F Local News		4p-430pm	- 1	:30	1	\$975.00 P-2	0.00 NM	1	\$975.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- 1	1	\$975.00	0.00						
E36 WDIV	09/04/1	12 09/04/12	4:30am Local Nev 4:30am Local Nev		4:30-5am M	I-F - 1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
Sta Week: 09	art Date	End Date	<u>Weekdays</u> - 1	Spots/Week	Rate	Rating						
		09/09/12	M-F 430-5P Insid	e Editia®M	\$100.00 430p-5p	0.00	:30	1	\$880.00 P-2	0.00 NM	1	\$880.00
EO/ WDIV	00/04/	12 00/04/12	Inside Edition M-I		чоор ор	1	.00	•	ψ000.001 2	0.00 14101		ψοσο.σο
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	-1	1	\$880.00	0.00			A 0000 00 D 0	0.00.104		#
E38 WDIV	09/04/1	12 09/04/12	5-6am Local New Local 4 News Too		530-6a (5:30 AM-6:	- 1 OO AM)	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	- 1	1	\$300.00	0.00						
E39 WDIV	09/04/1	12 09/04/12	6-630pm Local 4 M-F Local 4 New		6P-630P	- 1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	-1		\$1,500.00	0.00			Φ0.400.00 D.0	0.00.117.1		#0.400.55
E40 WDIV			M-F Jeopardy		730P-8P	- 1	:30	1	\$2,100.00 P-2	0.00 NM	1	\$2,100.00
Sta Week: 09	art Date	End Date 09/09/12	<u>Weekdays</u> - 1	Spots/Week	Rate \$2,100.00	Rating 0.00						
E 41 WDIV			- 1	CM	9A-10A	- 1	:30	1	\$550.00 P-2	0.00 NM	1	\$550.00
	55/5 1/	00,01,12		U III	J J	•	.50	•	ψ000.00 i Z	3.55 1111	'	Ψ300.00



WDIV/DETROIT Contract / Revision

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Hiatus Dates

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Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC

Estimate # 1591

									Tota	als
Ln Ch Start	End	•	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		Today Show 9-10a M-F								
Start Date	End Date	Today Show 9-10A Weekdays Spots/Week	Rate	Rating					I	
Week: 09/03/12	09/09/12	-1 1	\$550.00	0.00						
	2 09/05/12	Tonight Show w/Leno CM	1135P-1237		:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
		Tonight Show 1135P-123					*******			400000
Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	1 1	\$800.00	0.00						
E 43 WDIV 09/05/12	2 09/05/12	Noon News 12-1230p MGM Noon News 12-1230p	12N-1230P	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	1 1		0.00						
E 44 WDIV 09/05/12	2 09/05/12	4:30am Local News M-FCM 4:30am Local News	4:30-5am M	-F1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	1 1	\$100.00	0.00						
E 45 WDIV 09/05/12	2 09/05/12	M-F 430-5P Inside Editi@M	430p-5p	1	:30	1	\$880.00 P-2	0.00 NM	1	\$880.00
		Inside Edition M-F 430-5p								
Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	1 1	\$880.00	0.00						
E 46 WDIV 09/05/12	2 09/05/12	5-6pm Local 4 News M-ICM	5P-530P	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Ctort Data	End Data	M-F Local 4 News 5-6pm	(5:00 PM-5:3	_ :						
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays Spots/Week	· . —	Rating 0.00						
E 47 WDIV 09/05/12		5-6am Local News M-F CM	530-6a	1	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
		Local 4 News Today 5-6A	(5:30 AM-6:0	00 AM)			•			,
Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	1 1	\$300.00	0.00						
E 48 WDIV 09/05/12	2 09/05/12	6-630pm Local 4 News 16 M M-F Local 4 News 6-630p	6P-630P	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	1 1	· . —	0.00						
E 49 WDIV 09/05/12	2 09/05/12	M-F Access 7-730P Wh@M	7P-730P	1	:30	1	\$2,100.00 P-2	0.00 NM	1	\$2,100.00
		M-F Wheel of Fortune								
Start Date	End Date	Weekdays Spots/Week		Rating						
Week: 09/03/12	09/09/12	1 1	+-,	0.00						4
E 50 WDIV 09/05/12	2 09/05/12	7-9am Today Show M-FCM	8-9a	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Data	End Data	Today Show	(8:00 AM-9:0	_ :						
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays Spots/Week	· . —	Rating 0.00						
	23,00,.2	<u> </u>	+ .,000.00							

Totals 50 \$42,350.00